

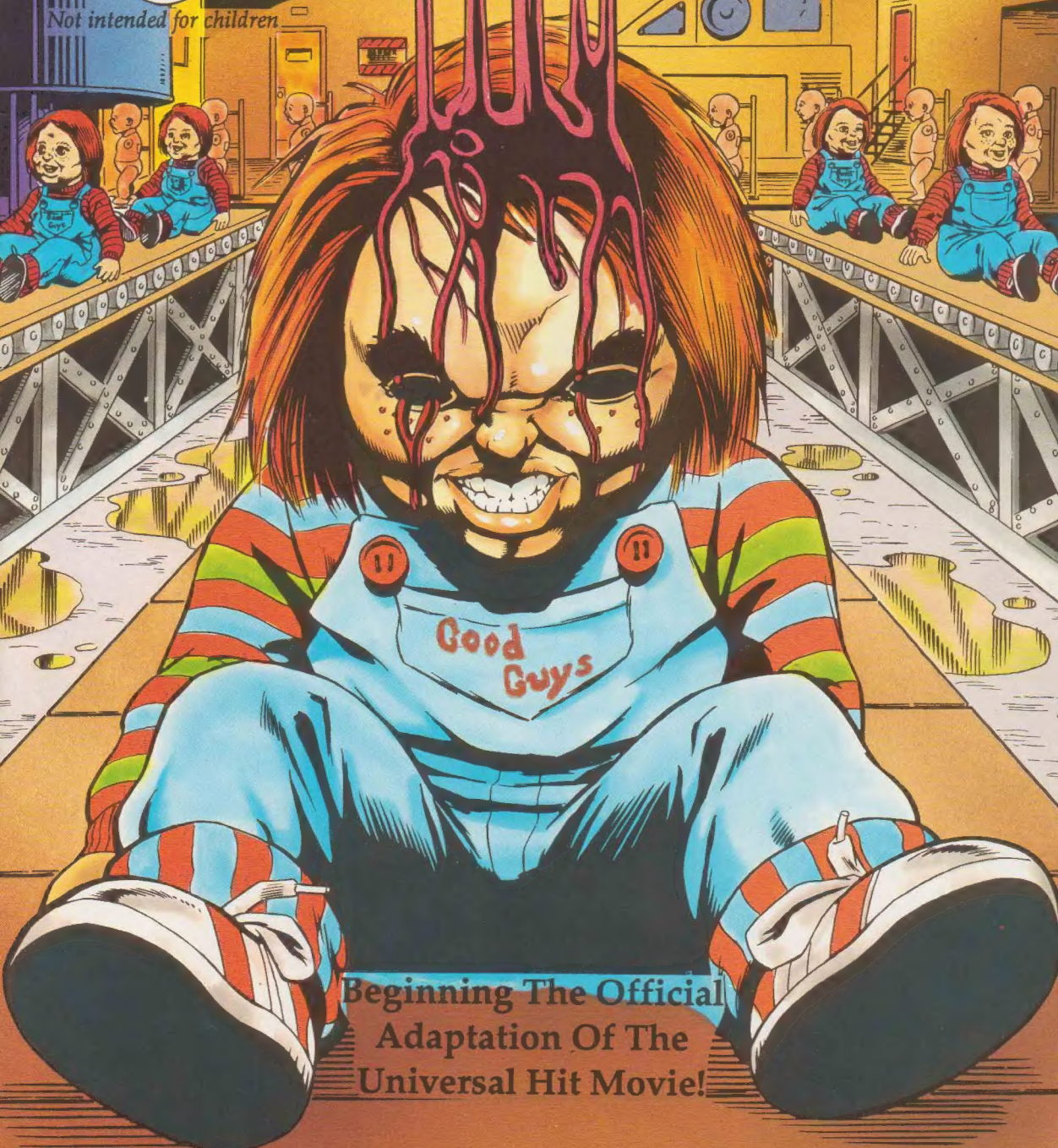
INNOVATION

CHILD'S PLAY

\$2⁵⁰ U.S. / \$2⁹⁵ Can.

1

Not intended for children



Beginning The Official
Adaptation Of The
Universal Hit Movie!

BAKINNEY/11
WITHERBY

INNOVATION™

This Time, Chucky Goes Ballistic!

About two and a half years ago, the Innovation "brain trust" consisted of Paul Curtis, Faye Perozich, Scott Rockwell, Diana Light, and yours truly. With some timidity, we stepped into the line of fire, adapting *Anne Rice's THE VAMPIRE LESTAT* in an unheard-of 12-issue, two-year, fully-painted commitment. It worked: *LESTAT* became one of the few direct sales success stories of '89 and '90, bringing in one of comicdom's largest female and non-traditional comics readerships of the past two decades.

One year ago, writer Andy Mangels approached me with the idea of a *CHILD'S PLAY* comic book. Sure, I'd seen the first film, released by MGM/United Artists. I thought it was a well-done piece of horror summer fun with nifty doll effects. Universal City Studios had acquired the franchise, however, and their *Child's Play 2* movie was in the works. With some trepidation, we dipped our toes into the well and found *CHILD'S PLAY 2*, our new *CHILD'S PLAY: THE SERIES* and the *CHILD'S PLAY 3* adaptation you're now holding all to be comic books that sold to a steady, devout, but smaller audience than we'd hoped.

Nevertheless, it laid the groundwork: We now knew how to do adaptations, and new stories based on existing characters and icons, and we took the plunge! If you don't visit the comics shops often enough, you may not know how widespread our publishing line is. Just at a glance, I see on our publishing schedule such titles as these:

From book sources: *Anne Rice's INTERVIEW WITH THE VAMPIRE...Anne Rice's THE QUEEN OF THE DAMNED...Anne Rice's THE MASTER OF*

RAMPLING GATE...Gene Wolfe's THE SHADOW OF THE TORTURER...Piers Anthony's Incarnations of Immortality: ON A PALE HORSE...Terry Pratchett's THE COLOUR OF MAGIC...and Sir Arthur Conan Doyle's SHERLOCK HOLMES: HOUND OF THE BASKERVILLES.

From film and television sources: *Alfred Hitchcock's PSYCHO...FREDDY'S DEAD: THE FINAL NIGHTMARE...LOST IN SPACE...QUANTUM LEAP...NIGHTMARES ON ELM STREET.* And the lists continue to grow!

If the experience of doing *CHILD'S PLAY 2* had been a bad one, we'd never have gone on to do so many other projects. If you like 'em, you've -- directly or indirectly -- got the fine folks at Universal to thank: Michael Malone, Nancy Cushing-Jones, John Hornick, and a fine bunch of others. We've gone on to do both *PSYCHO* and *QUANTUM LEAP* with them (both of these are on sale now!), and it's always proved to be a good experience.

I've had the advantage of seeing the *Child's Play 3* movie before its official release, so I know what's in store for you. See the movie, watch Chucky go ballistic, applaud the effects, and enjoy the comic book -- all three full-color issues, coming at you on a monthly basis, courtesy of adapter Andy Mangels and artist Brandon McKinney. And maybe we'll even do a trade paperback version of *CHILD'S PLAY 3* for the collectors among you, for Christmas.

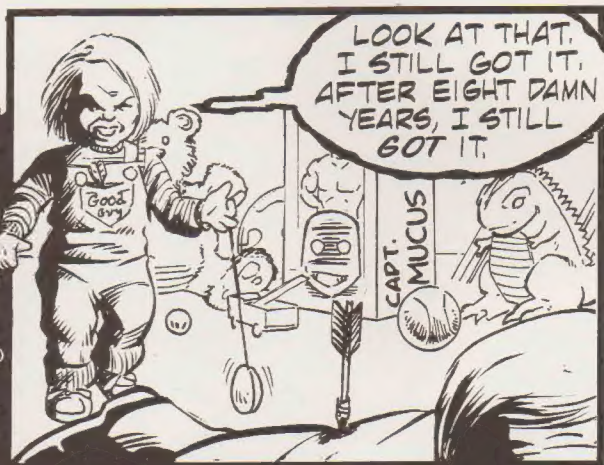
Gentlemen, start your assembly lines!

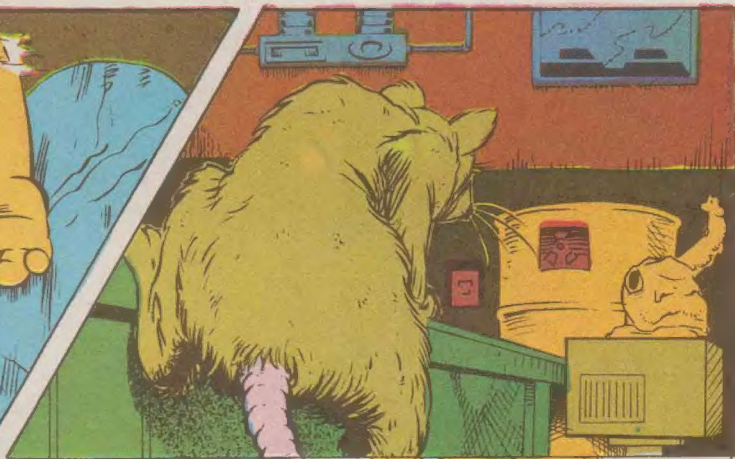
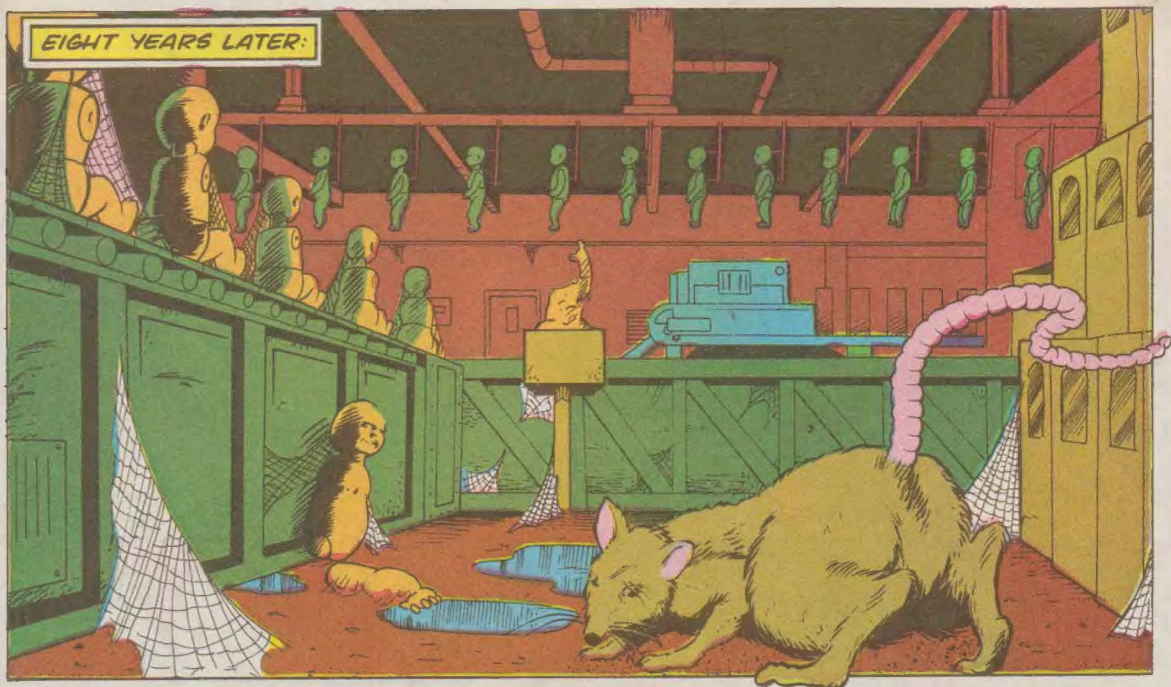
-- David Campiti
August, 1991

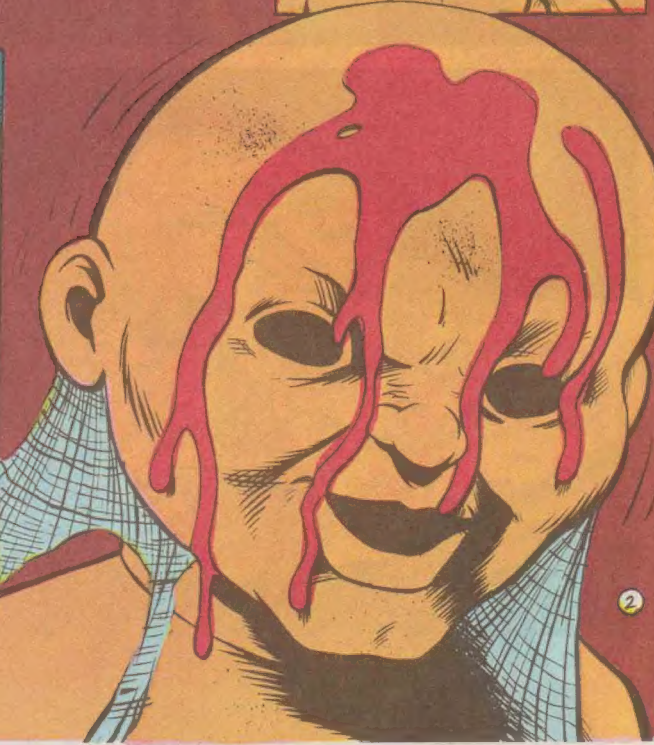
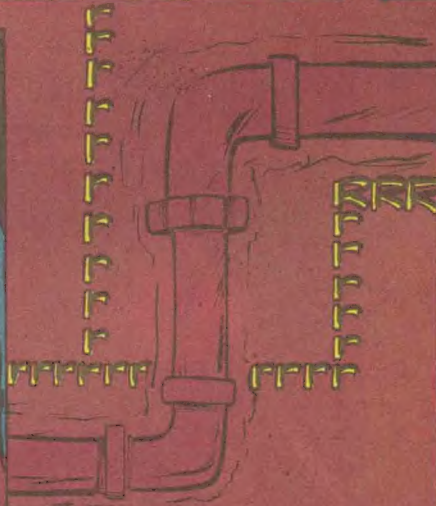
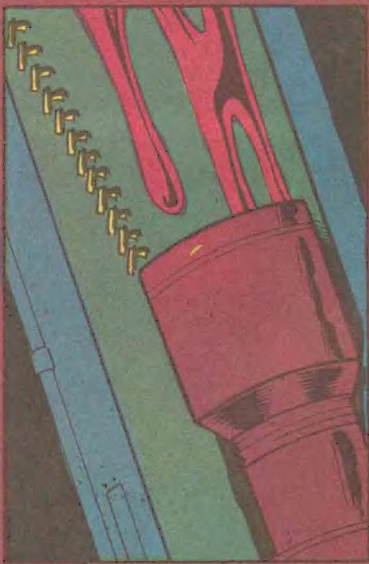
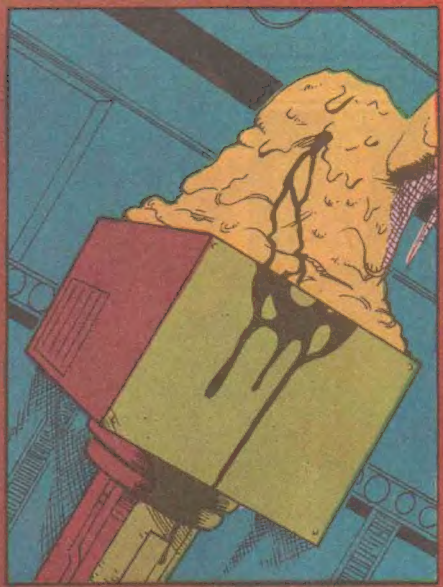
CHILD'S PLAY 3™

Vol. 1, No. 1, January 1992 issue.

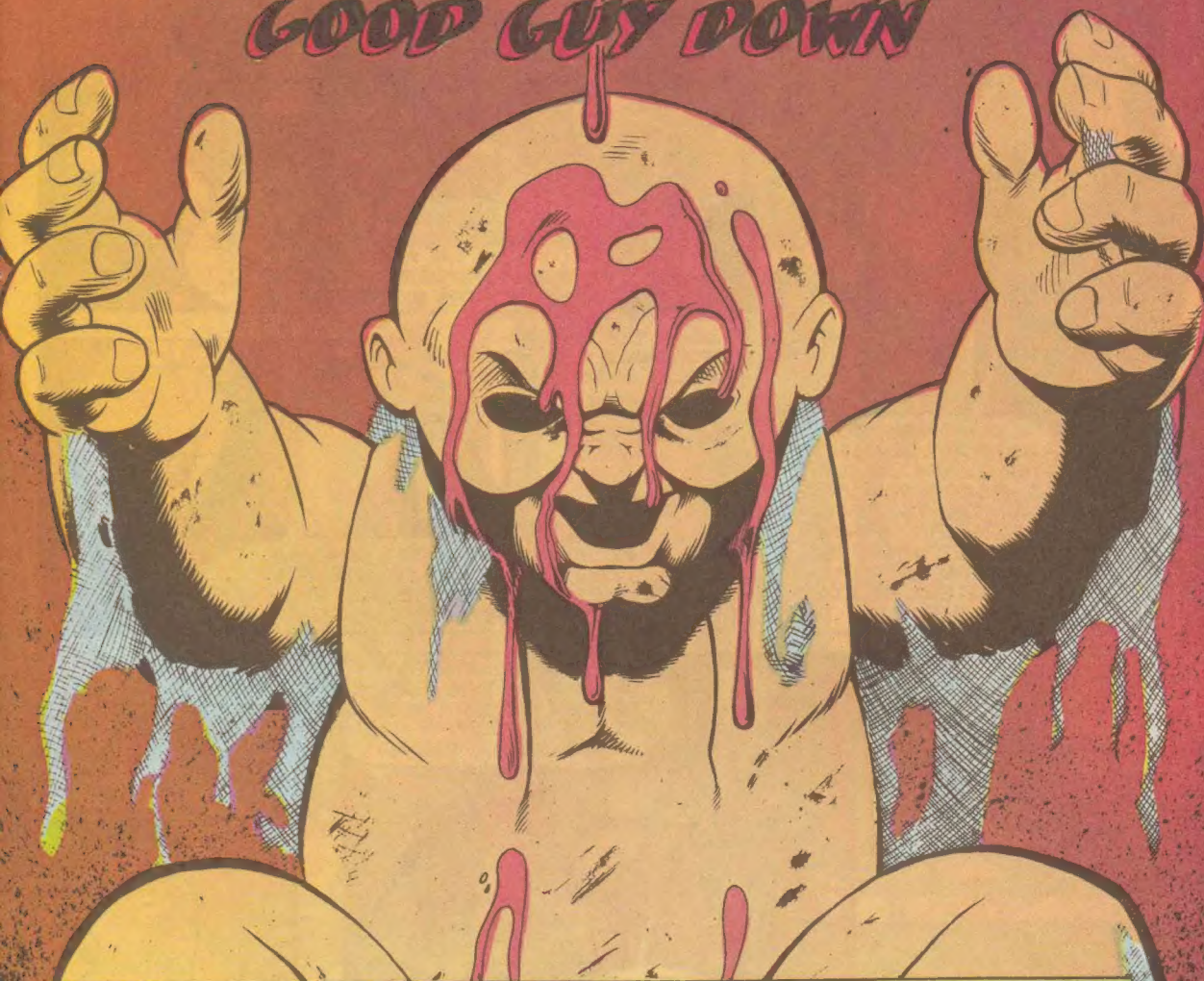
Published by the INNOVATIVE CORPORATION.
Office of Publication: 3622 Jacob Street, Wheeling, WV 26003, (304) 232-7701. Fax #304-232-4010.
David Campiti, Publisher & Editor-in-Chief. Diana Light, Operations. George Broderick, Art Director. Vince Donley, V.P. Administration & Finance. Sandy French, Office Manager. John Newton, All-Around Nice Guy. *CHILD'S PLAY 3*™ © 1991 Universal City Studios, Inc. Licensed by Merchandising Corporation of America, Inc. All rights reserved. Innovation logo TM Innovative Corp. Other editorial material TM & © 1991 Innovative Corp. This publication is purely a work of fiction. For advertising rates within any of our publications, call (304) 232-7703. *It's an Innovation Publication!*







**YOU JUST CAN'T KEEP A
GOOD GUY DOWN**



ANDY
MANGELS
SCRIPTER

BRANDON
MCKINNEY
PENCILLER

MICHAEL
OEMING
INKER

VICKIE
WILLIAMS
LETTERER

SCOTT
ROCKWELL
COLORIST

DAVID
CAMPITI
EDITOR

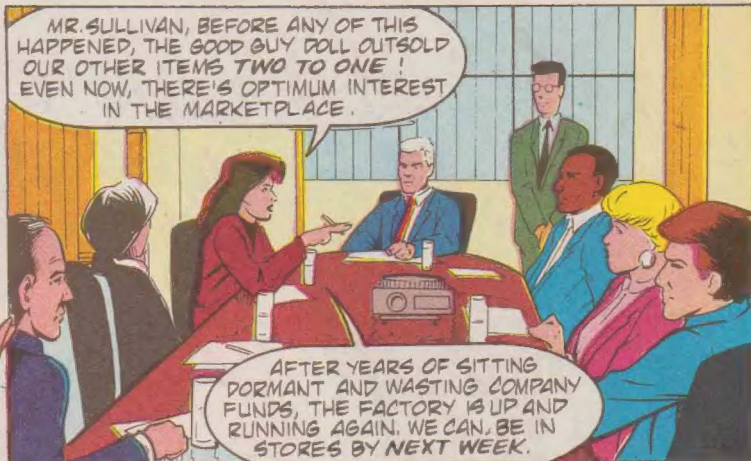
♦ ADAPTED FROM THE SCREENPLAY BY DON MANCINI ♦

"THIS IS ANDY BARCLAY. EIGHT YEARS AGO, HE TOUCHED OFF THE SCANDAL THAT NEARLY CRIPPLED THIS COMPANY, CLAIMING HIS GOOD GUY DOLL WAS POSSESSED BY CHARLES LEE RAY, THE NOTORIOUS LAKE SHORE STRANGLER.

"NEWS OF THE BOY'S STORY BROUGHT ON A RASH OF SUCH CLAIMS FOR SEVERAL MONTHS AFTERWARDS, WHEN SEVERAL OTHER CHICAGO AREA DEATHS WERE BLAMED ON GOOD GUY DOLLS."



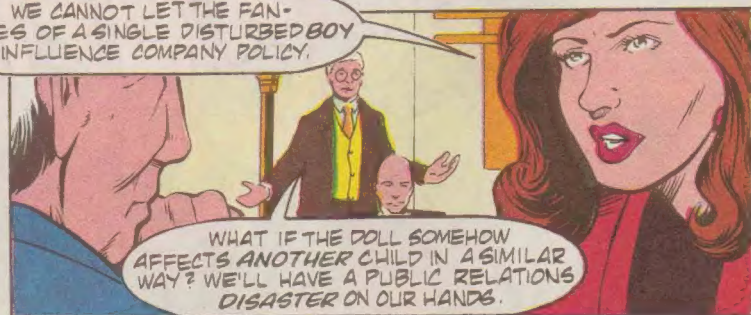
NOW I ASK YOU, LADIES AND GENTLEMEN, AFTER ALL THE LAWSUITS AND NEGATIVE PUBLICITY, WHEN THE COMPANY IS FINALLY GETTING BACK ON ITS FEET, WHERE IS THE WISDOM IN PUTTING THE GOOD GUY BACK ON THE MARKET?



MR. SULLIVAN, BEFORE ANY OF THIS HAPPENED, THE GOOD GUY DOLL OUTSOLD OUR OTHER ITEMS TWO TO ONE! EVEN NOW, THERE'S OPTIMUM INTEREST IN THE MARKETPLACE.

AFTER YEARS OF SITTING DORMANT AND WASTING COMPANY FUNDS, THE FACTORY IS UP AND RUNNING AGAIN. WE CAN BE IN STORES BY NEXT WEEK.

WE CANNOT LET THE FANTASIES OF A SINGLE DISTURBED BOY INFLUENCE COMPANY POLICY.



WHAT IF THE DOLL SOMEHOW AFFECTS ANOTHER CHILD IN A SIMILAR WAY? WE'LL HAVE A PUBLIC RELATIONS DISASTER ON OUR HANDS.



YOU KNOW, ONE OF THE HARDEST THINGS ABOUT THIS BUSINESS IS THAT IT IS A BUSINESS.



I APPRECIATE THAT YOU'VE GIVEN THIS A GREAT DEAL OF THOUGHT, MILES. BUT I'VE MADE UP MY MIND. WE'RE MOVING AHEAD.

THANK YOU, EVERYONE.

MR. SULLIVAN, IF THERE'S NOTHING I CAN SAY TO CONVINCE YOU, I REALLY MUST GO ON RECORD WITH MY POSITION. I'M COMPLETELY AGAINST THIS.



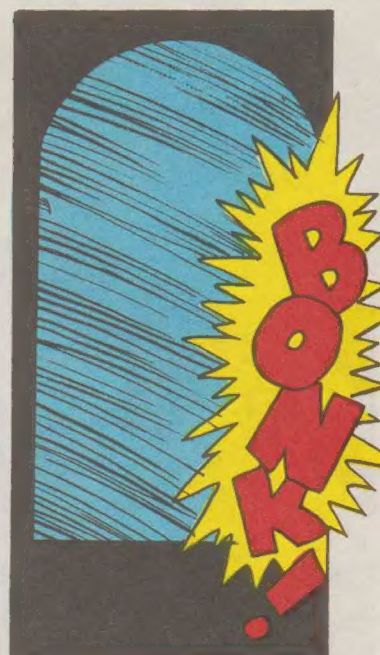
YOUR POSITION IS CRYSTAL CLEAR, MILES. AND YOU CAN BE SURE I WON'T FORGET.

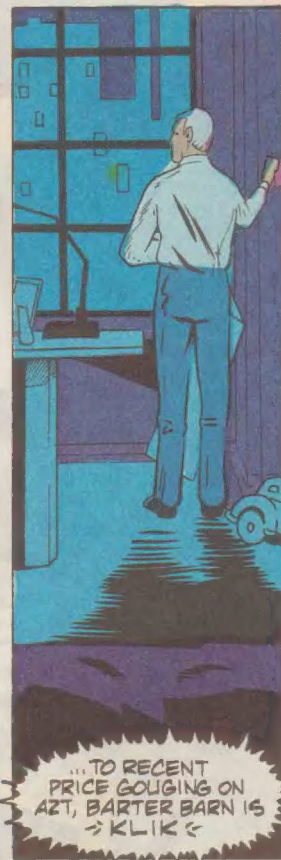
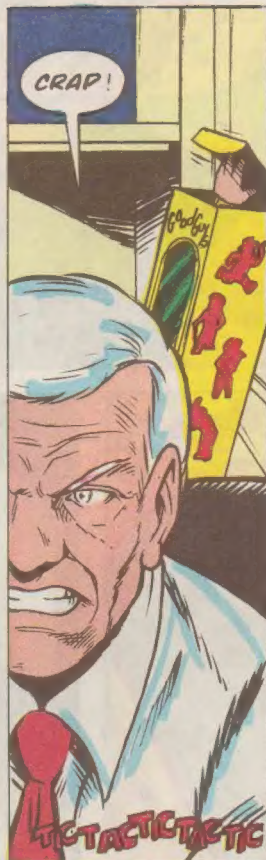


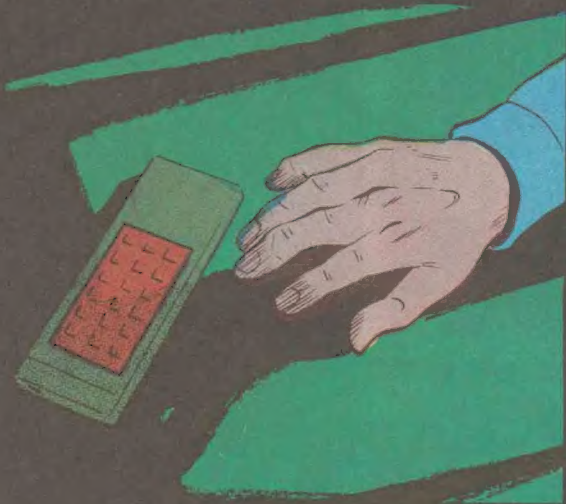
JUST A MINUTE, FOLKS.

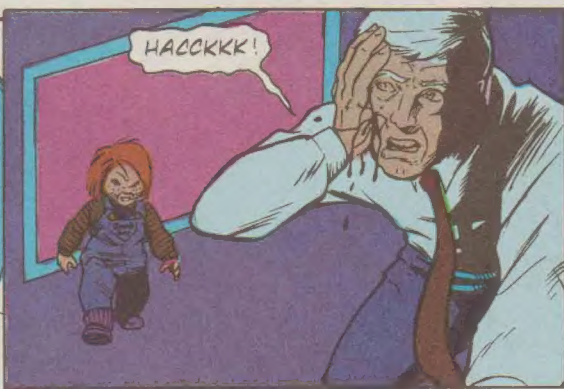
MR. SULLIVAN, WE HAVE A LITTLE SURPRISE FOR YOU.

IT DOESN'T MATTER WHETHER YOU'RE SELLING CARS, NUCLEAR WEAPONS, OR TOYS--THE BOTTOM LINE IS THE SELLING. CHILDREN ARE, AFTER ALL, CONSUMERS IN TRAINING.

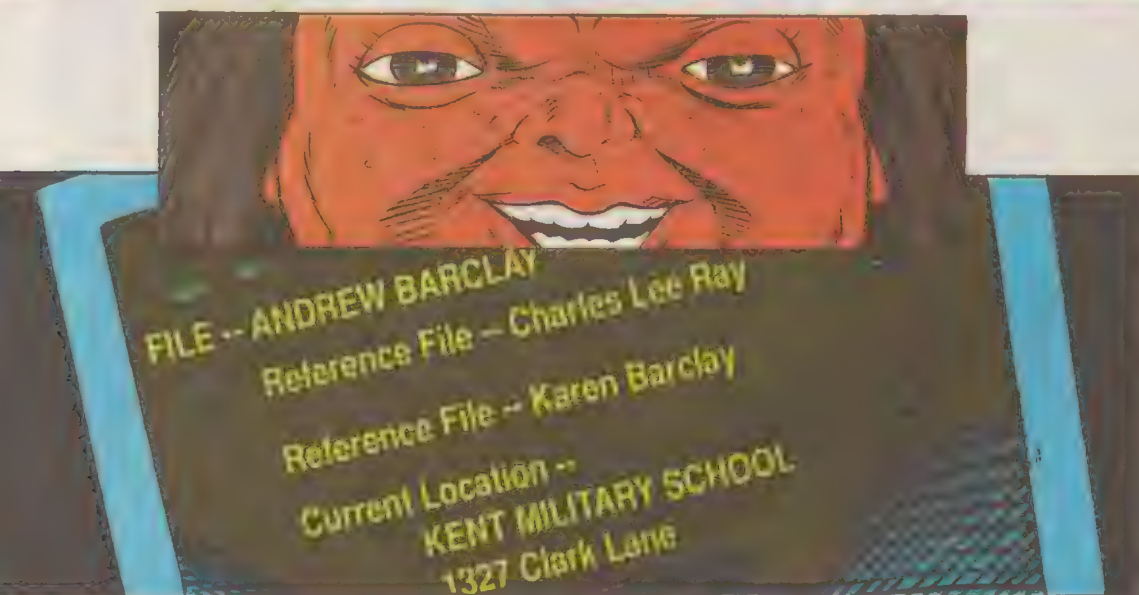
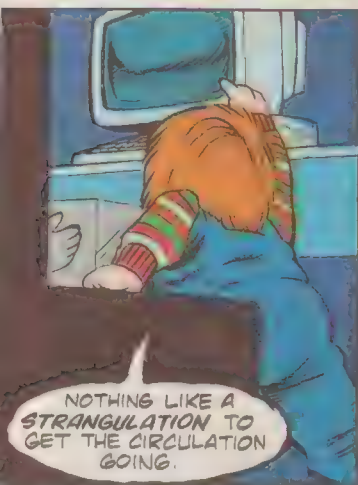


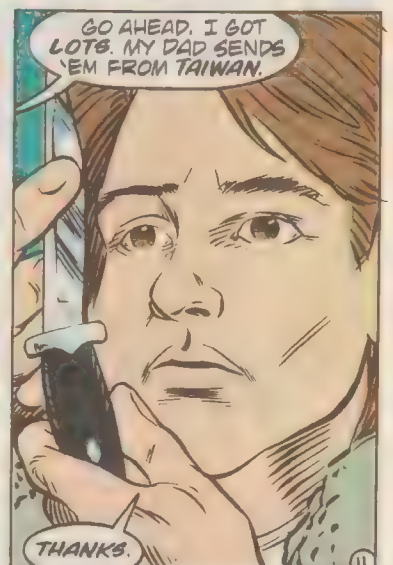
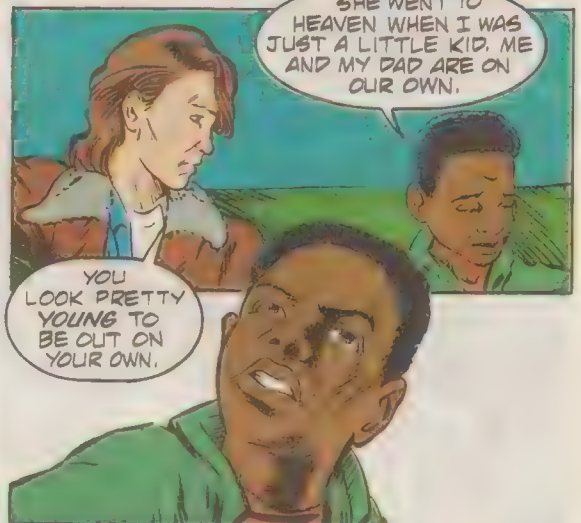
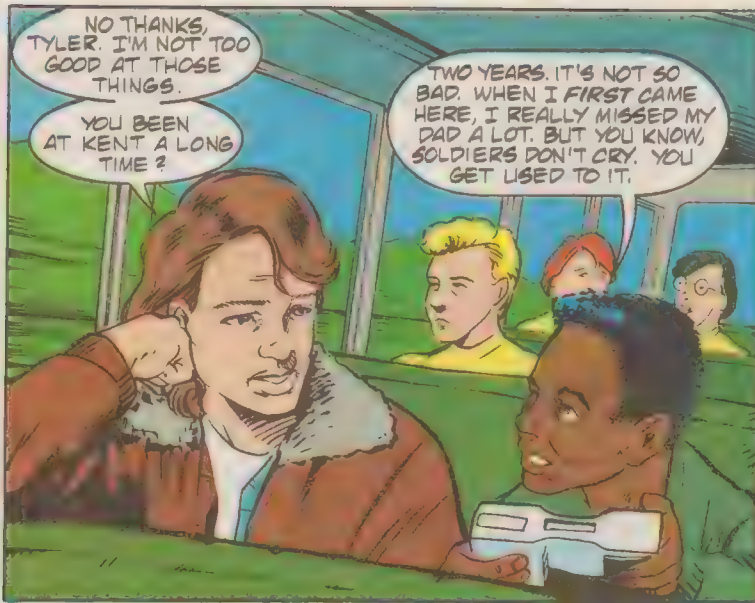


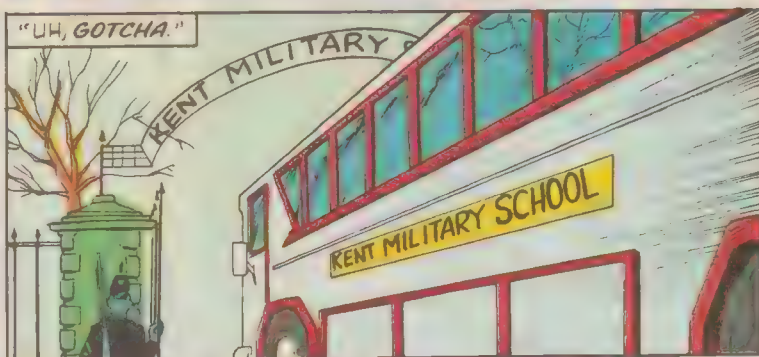
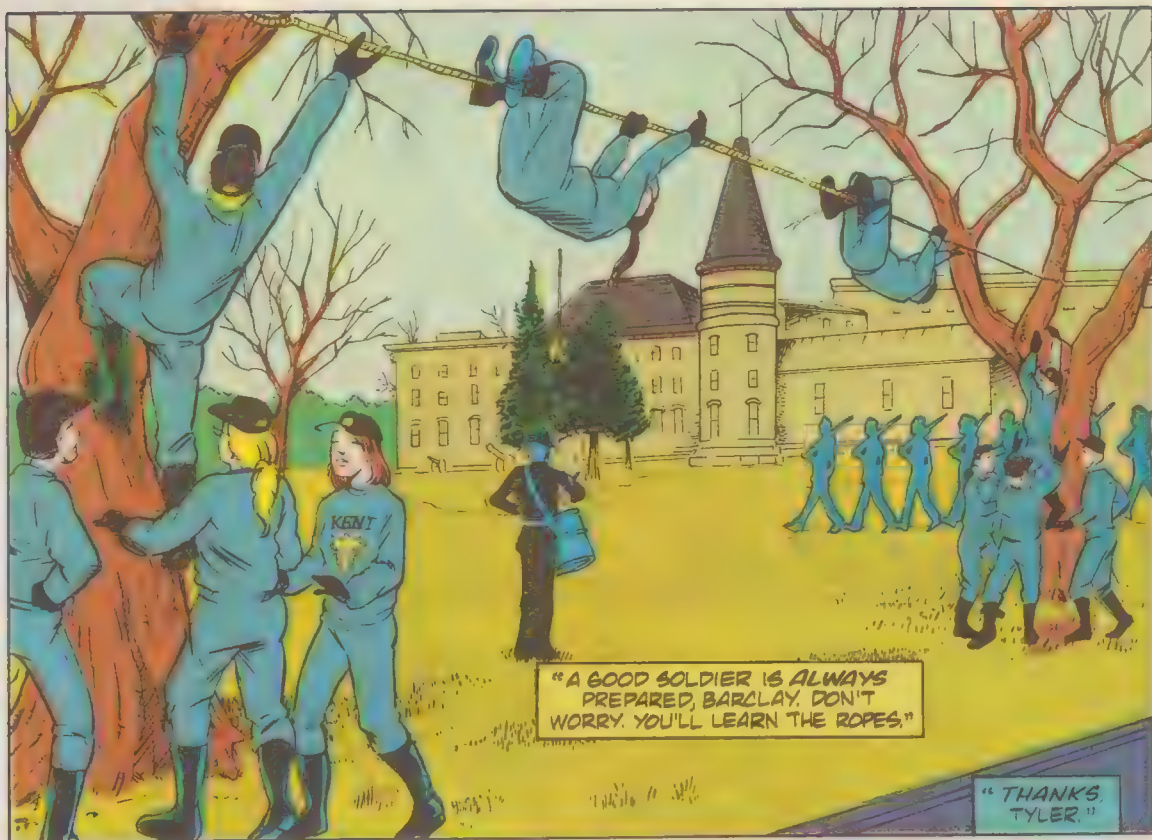


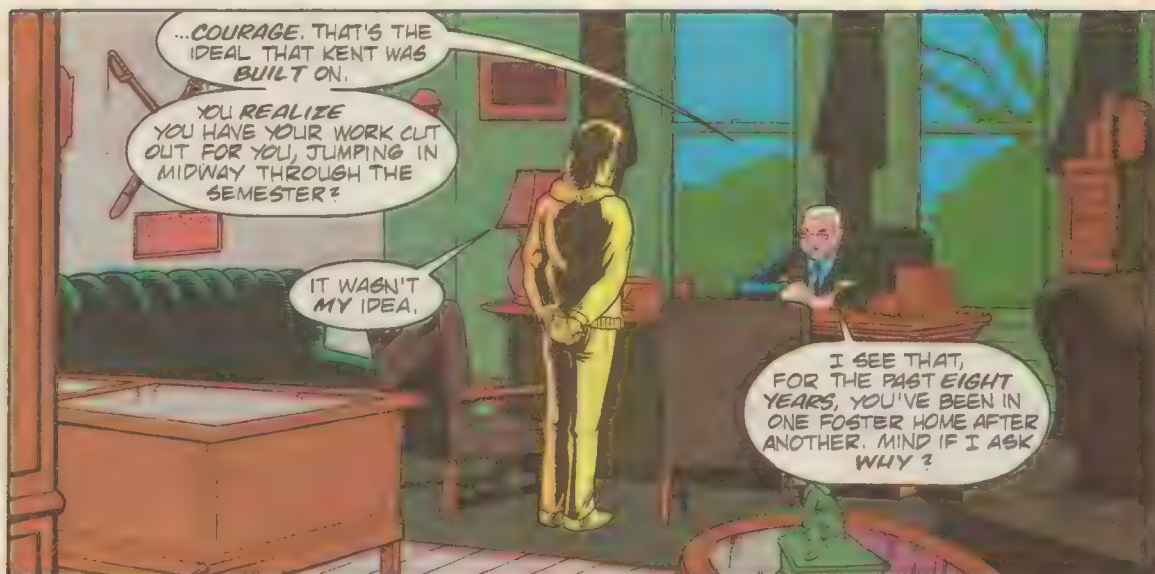














"LOOK ALIVE, BARCLAY. AT KENT, WE TAKE BED-WETTERS, AND TURN THEM INTO MEN."



PRESTO, YOU'RE BALD!

ALWAYS FEELS SO WEIRD.



NEXT VICTIM! KISS IT GOOD-BYE, PLEBE.



YOU KNOW, THE ROMANS INVENTED THE MILITARY CUT.

THEY KEPT THEIR HAIR SHORT SO THEIR ENEMIES COULDN'T GRAB THEM IN BATTLE...



...AND CUT THEIR THROATS! HAW HAW HAW!

Good Guys

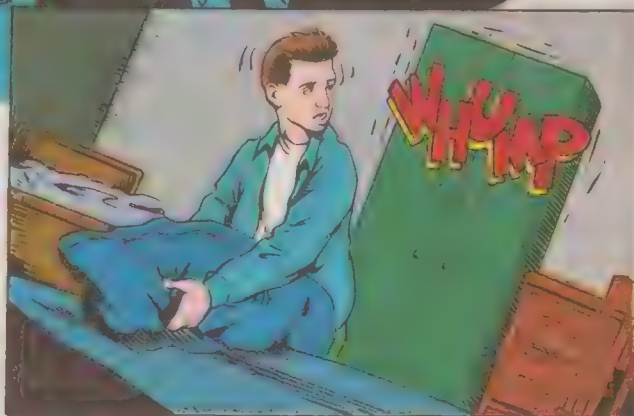
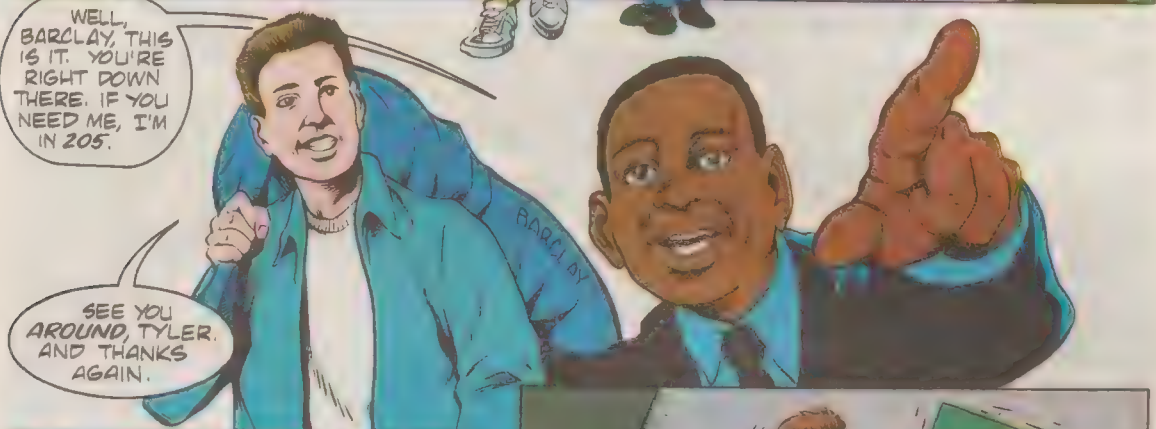
COOOO! THOSE GOOD GUYS ARE EXCELLENT. I DEFINITELY WANT ONE FOR CHRISTMAS.

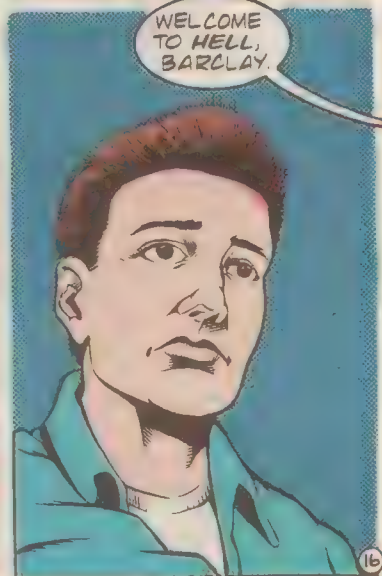
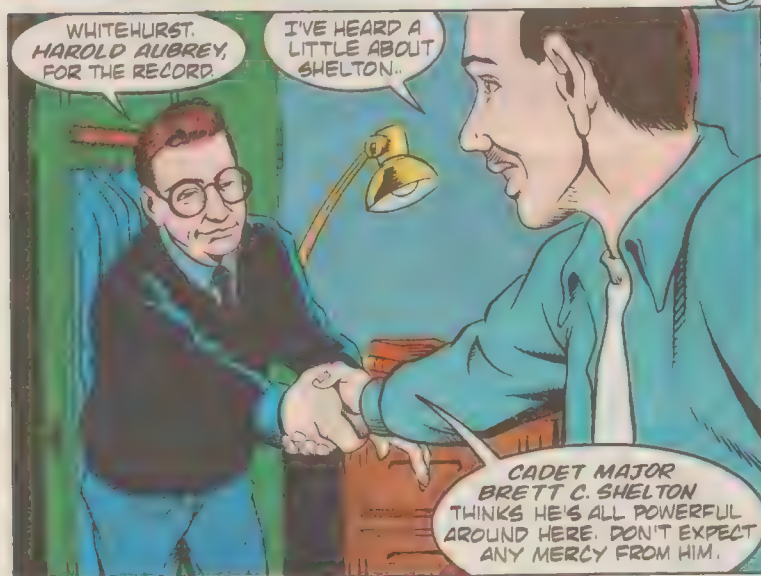
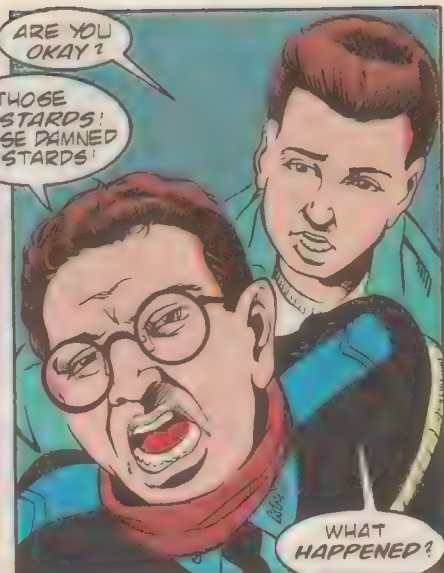
"WE'RE BACK! WE'RE STILL BEST FRIENDS..."

"...TILL THE END, AND WE WANT TO BE YOUR BEST FRIEND"

NO, YOU DON'T.

HI, MY NAME IS BOBBY! WANNA PLAY?











IT ISN'T NICE TO SWEAR. I THOUGHT GOOD GUYS ONLY SAID THREE SENTENCES.

I NEVER SAW A DOLL LIKE YOU BEFORE

ALL RIGHT KID, FUN'S OVER. WHERE THE HELL IS ANDY?

CAN'T YOU READ?



I'M NEW AND IMPROVED.



ANDY?

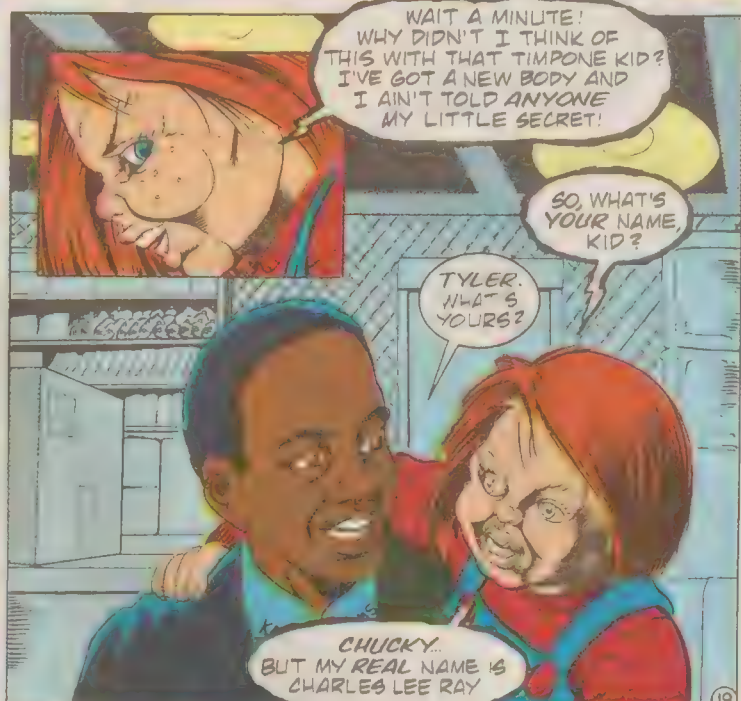


HE WAS SUPPOSED TO GET THIS PACKAGE. DID YOU KNOW TAMPERING WITH THE MAIL IS A FEDERAL OFFENSE?



SORRY. IS HE YOUR BEST FRIEND?

HE'S MORE THAN THAT. HE'S MY NEW LEASE ON LIFE.

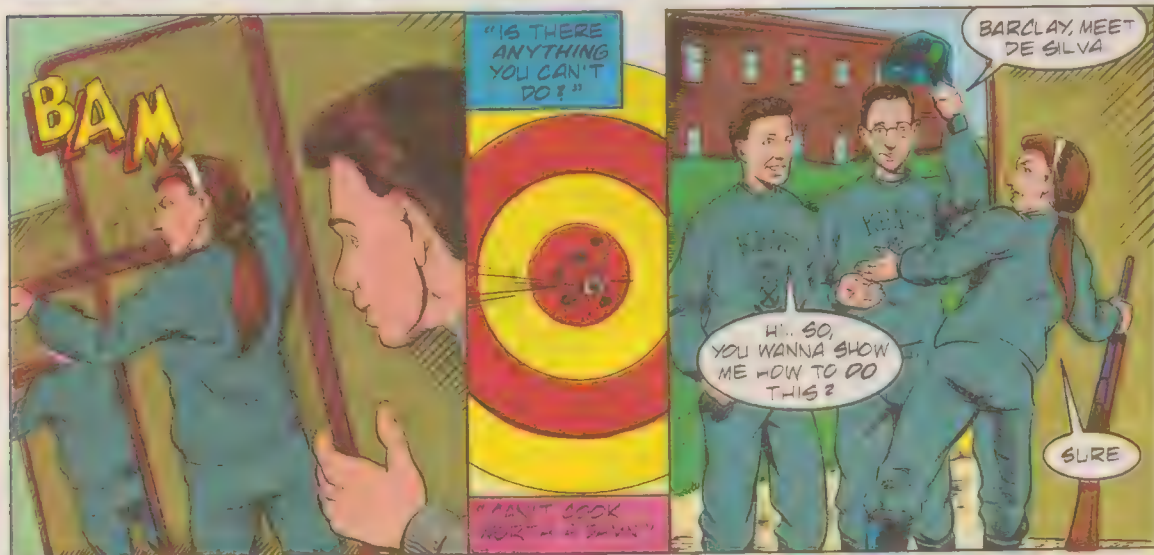


WAIT A MINUTE! WHY DIDN'T I THINK OF THIS WITH THAT TIMPONE KID? I'VE GOT A NEW BODY AND I AIN'T TOLD ANYONE MY LITTLE SECRET!

SO, WHAT'S YOUR NAME, KID?

TYLER. WHAT'S YOURS?

CHUCKY... BUT MY REAL NAME IS CHARLES LEE RAY



COULDN'T WE
JUST PLAY HIDE-
AND-SEEK?

HOLD
STILL

"HIDE THE SOUL."
TRUST ME, YOU'RE
GONNA LOVE IT.

WHATEVER
YOU SAY,
CHARLES.

WHAT DO YOU
CALL THIS GAME,
ANYWAY?

ADE DUE DAMBALLA...
GIVE ME THE POWER,
I BEG OF YOU!

WEIRD
WEATHER

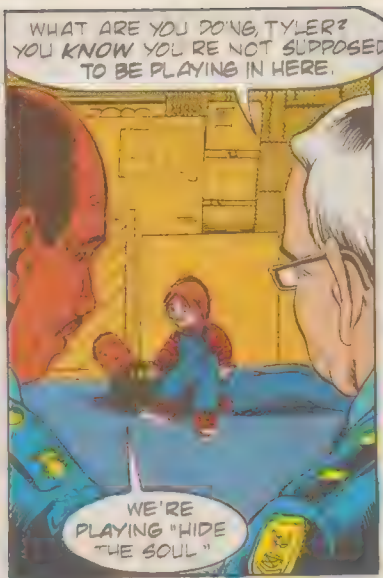
LEVEAU MERCIER
DU BOIS CHALOITTE,
SECOISSE ENTIENNE
MAIS POIS DE...

CRAP

CHARLES, STOP
SWEARING!



...NEED THE 22-CALIBRE
SEMS MARKED FOR BOTH
RED AND BLUE TEAMS...



WHAT ARE YOU DOING, TYLER?
YOU KNOW YOU'RE NOT SUPPOSED
TO BE PLAYING IN HERE.

WE'RE
PLAYING "HIDE
THE SOUL"



I'LL CATCH UP
TO YOU.

YES, SIR



WE DON'T PLAY WITH
DOLLS, NOW DO WE, TYLER?
DOLLS ARE FOR GIRLS.

BUT
CHARLES IS
MY NEW BEST
FRIEND.



TYLER YOU KNOW
BETTER THAN TO TALK
BACK TO A SUPERIOR
OFFICER.

YES,
SIR.

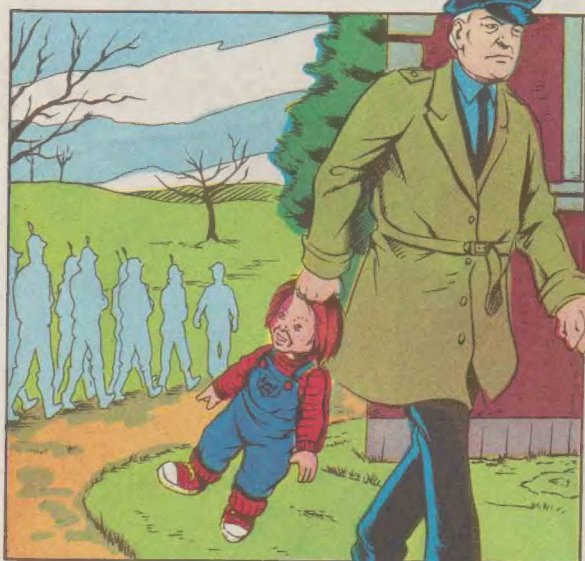


NOW CLEAN
THAT UP I'LL
TAKE CARE OF
-S

WARNING

I'LL
BE BACK

SEE
YOU LATER,
CHARLES.



"A SOLDIER'S RIFLE IS
HIS BEST FRIEND, BARCLAY.
REMEMBER THAT."



GRRRRRRRUUUNNNNN



NNNNNNNGGRRRRRRRUUUNNNNNNNNNNN



NEXT ISSUE:

By Mangels, McKinney, Smith,
Oeming and Kryssing



"It's A Letter
Opener! Yeah,
That's It..."

**THERE COMES A TIME
TO PUT AWAY CHILDHOOD THINGS.**

**BUT SOME THINGS
WON'T STAY PUT!**

CHILD'S PLAY 3

LOOK WHO'S STALKING!

UNIVERSAL PICTURES PRESENTS A DAVID KIRSCHNER PRODUCTION "CHILD'S PLAY 3" JUSTIN WHALIN PERREY REEVES JEREMY SYLVERS CUCKY DOLL DAVID KIRSCHNER BASED ON CHARACTERS CREATED BY DON MANCINI
CUCKY DOLL KEVIN YAGHER MUSIC BY CORY LERIOS AND JOHN D'ANDREA FILM EDITOR EDWARD WARSCHILKA PRODUCTION DESIGNER RICHARD SAWYER DIRECTOR OF PHOTOGRAPHY JOHN R. LEONETTI CO-PRODUCER LAURA MOSKOWITZ EXECUTIVE PRODUCER DAVID KIRSCHNER
R RESTRICTED UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN
WRITTEN BY DON MANCINI PRODUCED BY ROBERT LATHAM BROWN DIRECTED BY JACK BENDER A UNIVERSAL PICTURE
UNIVERSAL PICTURES

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